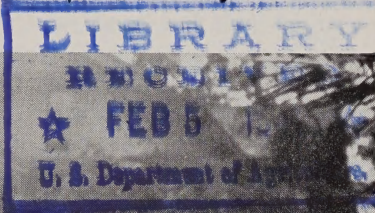


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62.09

1941
DAHLIAS



KAWEAH — 12 to 16½ inches — \$1.00

Alice Meussdorffer
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA

GREETINGS FOR 1941

It affords us great pleasure to present our 1941 Catalogue and to tell you of our New Introductions and all our other Dahlias, which were so greatly admired again by the millions of visitors at our Golden Gate International Exposition in San Francisco on Treasure Island, in the beautiful Hall of Flowers; and in the gardens where large plantings of our large Dahlias gave such glorious color.

Our Dahlias won the "Certificate of Merit" again this year, and we had a continuous Dahlia show from the opening of the World's Fair on May 25th until the closing day, September 29th; 60 exhibits in all.

Extract from letter sent to us from California Commission of the G. G. I. E.: "Those who knew Treasure Island will have memories indeed and such memories will most certainly include the Hall of Flowers. In such a moment those of the California Commission, which sponsored the Hall of Flowers, will know true appreciation of the valuable services you so graciously extended thereto and which contributed so greatly to its success.

"Your untiring efforts in creating and maintaining a beautiful exhibit throughout the entire Exposition period of eighteen weeks is worthy of commendation. May I therefore bring you this word of praise and appreciation on behalf of the California Commission."

We showed all types of Dahlias from Pompons, Colarettes and Miniatures to gigantic blooms 16 inches in diameter.

Our Dahlias won 31 Prizes in 1940. First Prize for Best 25 Blooms of one Variety on "CLAIRE MORTIMER"; First for Best 12 Blooms one Variety California Origin on "FRANK WERNER"; for Artistic Display; 2 Firsts on Pompons; First on Single Dahlias on "UNION JACK"; and many others. A Blue Ribbon on "FRANK WERNER" in Sacramento State Fair.

With Best Wishes for 1941,

Sincerely,

ALICE MEUSSDORFFER.

IMPORTANT

Order Early—Shipments are made about April 1st unless otherwise specified. ALL shipments before April 1st, except on the Pacific Coast, are sent EXPRESS COLLECT to insure against freezing.

We Guarantee that all roots are sent true to name and in good growing condition. We do not sell clumps or green plants.

Terms—Cash with order or before shipment. On Retail Orders for California delivery, 3% should be added to cover SALES TAX. On Retail Orders less than \$2.00 add 25c to cover postage and packing.

Wholesale Growers are entitled to one-third discount if identified by business stationery.

Write or print Name and Address plainly.

Abbreviations—**Dahlia Classifications**: F.D., Formal Decorative; I.D., Informal Decorative; S.C., Semi-Cactus; Min., miniature; Pom., pompon.

OUR 1941 INTRODUCTIONS



ESTHER WILLIAMS being presented by Oscar Meussdorffer with a vase of the beautiful Dahlia named for her at the Hall of Flowers at Treasure Island.

ESTHER WILLIAMS

A large splendid pure white semi-cactus Dahlia with every good quality ; long good stiff stem, excellent form, does not burn, five foot bush with strong insect resistant foliage. A fine exhibition and cut flower ; excellent keeper when cut or on the bush and a prolific bloomer.

It is named for the beautiful Star of Billy Rose's Aquacade at the San Francisco World's Fair. Having a large stock of it, we are selling it at the very moderate price of

\$5.00 per Root Net

MAHBELLE

A salmon red miniature Dahlia, an unusual color, very lovely and prolific bloomer. It is a Formal Dec. Good firm stems.

\$1.50 per Root Net

TIRZAH

A very lovely ruby red curling petaled miniature I. Dec. Long strong stems and prolific bloomer.

\$1.50 per Root Net

OTHER DAHLIAS OF OUR OWN CREATION

ALICE GENTLE—F.D. A magnificent, striking, flaming rich scarlet red. Continuous Prize Winner. Strong bushes, splendid stems.

\$1.00

ALICE MEUSSDORFFER—I.D. This large refined beautiful Dahlia is universally admired. The color is a clear pinkish orchid, with a velvety texture ; flowers are held erect on long wiry straight stems above the attractive lace-like foliage on tall bushes.

\$1.50

ALTAIR—I.D. Bicolor. A greatly admired orange and white tipped Dahlia. Medium sized bloom, with good stems on strong bush. **\$1.00**

CLAIRE MORTIMER—F.D. 1939 Introduction. Honor Roll. Winner of 10 First Prizes. Winner in 1940 for Best 25 Blooms, 1 Variety, a stunning entry. Conceded to be the most beautiful Dahlia by all who saw it. Its large size, 10 to 14 inches, with its fine form and color, the new shade dusty pink or clear warm light cyclamen pink, makes it an outstanding flower. Foliage is a dark reddish green, strong and insect resistant, and the blooms are held erect on long wiry stiff but graceful stems; five foot bush, prolific bloomer and splendid keeper. A First Prize Winner through the one, two and three year seedling stage and for Best Dahlia in many Shows. **Roots \$5.00**

CAROLINE MEUSSDORFFER—F.D. This large Dahlia of great beauty, depth and fine form is named for my dear mother. Color is creamy yellow center, shading to bronzy salmon pink to edge of flower. Long strong stems, tall bush and prolific bloomer. **\$1.00**

COLEENA COOPER—S.C. An unusually beautiful rich ruby red Dahlia with a light lilac reverse; twisting petals give an effect of a light tip. Large blooms, stems stiff and wiry, holding flowers well up out of the medium tall bush. **\$1.00**

ELIZABETH RETHBERG—Giant I.D. Great Prize Winner. A magnificent flawless clear exquisite light pink Dahlia with great depth, which we have grown to 14 in. It is named for the beautiful world-renowned Grand Opera Star of the Metropolitan Opera House of New York. Bushes are tall, stems are long and strong. It is a wonderful keeper. **\$1.00**

ERIN-GO-BRAH—F.D. A giant Dahlia of a clear light yellow with a greenish tinge. A splendid clean looking flower, with very strong straight stems on medium tall bush. Excellent keeper. **\$1.50**

FRANK WERNER—A giant I.D. with great depth. Great Prize Winner. First Prize for Best California Dahlia, 12 blooms in 1940. First Prize won 3 times in 1939 for Best 25 Blooms of One Variety. In 1938 it won 4 Firsts for Best California Dahlia, 15 Blooms. Size 12-14 by 6-8 deep. Warm apricot color, suffused salmon, copper and red. Medium tall bush, strong dark insect-resistant foliage, stems are strong and stiff. Best keeper as cut flower. **\$2.50**

GLADYS YOUNG—I. D. Immense bloom and fine form. Clear canary yellow blooms of great depth are common. Stems are long and strong. **\$1.00**

GOEPNER—This giant bluish fuchsia color with silvery lavender reverse F.D. is a seedling of Kaweah. As flower unfolds each petal is edged with silver. Bushes are medium tall, 12 inch blooms are common on excellent stems. A 1940 Introduction. **\$5.00**

GRACE DOUGLAS—Honor Roll. Great Prize Winner. I. Dec. of a luscious clear pink color, deeper pink at high center of flower, shading lighter towards tip of

petals, which twist and curl. Easily grown to 12 in. by 8 deep. 4 foot bush, excellent growth, long strong stems, very prolific bloomer and splendid keeper. **\$1.50**

JANE LANKTREE—A glorious very large Semi-Cactus Dahlia of an exquisitely beautiful shade of clear pink. It is one of our 1940 Introductions. It was universally admired at the San Francisco World's Fair. Strong bush growth about 5 feet tall, attractive lace-like foliage, which is insect-resistant, and blooms are held erect on long strong stems. A very fine keeper. **\$7.50**

JOAN McCORMICK—I.D. Medium sized bloom of white, edged light violet; curling petals, strong straight stems on medium tall bush. **\$1.00**

JOHN MEUSSDORFFER—F.D. Honor Roll. Prize Winner. Named for my father, a California pioneer, a great lover of flowers, who planned the beautiful grounds in which I raise my Dahlias. A large stunning Dahlia of a glorious rich vivid scarlet; stems are long, straight and strong. In a warm climate bush grows 5 feet tall, full of large flowers, considered the best red by many. **\$1.00**

KAWEAH — Greatest Prize Winner for Largest Dahlia in Show since its introduction, according to Morgan T. Riley, New York.

The giant blooms of Kaweah we showed in our 60 Displays in the Hall of Flowers at the San Francisco World's Fair in 1940 certainly attracted the crowds. Winner of First Prize and Sweepstakes in 1933 and 1934 for Largest Dahlia. Honor Roll Dahlia. In Holland "KAWEAH" has won 100 Prizes and is still going strong, a famous, and one of the largest Dahlia Growers in Holland wrote us. It was sent to Chicago by Air Express in 1933, arrived in fine condition, and lasted four days, until the end of the Show.

Kaweah is named for one of our mountain peaks in the High Sierra of California. It is an Indian name. Kaweah has everything—huge size, 12-16½ in., with great depth, splendid long strong straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance and splendid keeping qualities. These tremendous blooms are held perfectly erect on long straight stems, 18 to 24 in. to first lateral, requiring very little disbudding, one lateral being sufficient. As many as four or more enormous blooms at one time on a bush. Experts say: "In a room full of Dahlias, it arrests the eye by its size, shape and bearing." Exceptional Prize Winning unpropagated stock. (Illustrated on Front Cover.) **\$1.00**

LAWRENCE TIBBETT — Eastern and Western Honor Roll. F. Dec. This fine large Dahlia of fine form and beautiful coloring was selected by the world-renowned singer and movie actor to bear his name. The color is a warm glowing clear pink peach. The large flowers are held erect on long strong straight stems on tall bushes, a prolific bloomer and excellent keeper. Fine unpropagated stock. **\$1.00**

LUCIA VON GONTARD—This large beautiful Dahlia of unusually lovely coloring was selected by the beautiful Baroness Gert von Gontard to be named for her. The color is a creamy apricot ground with a warm violet rose center, tips and reverse of petals, suffusing the entire bloom with this lovely coloring. Stems are long and strong, holding flower well up out of the tall bush. **\$1.00**

REYNOLD—F.D. A strikingly beautiful strawberry red, splashed bright carmine, center and reverse of petals cream; long stems, medium tall bush. **\$1.00**

NELSON EDDY—This beautiful immense amber gold, copper and red I. Dec. Dahlia with curling petals was named, with his permission, for the famous, popular Opera Singer and Movie Star. First flowers are gigantic in size; a continuous and prolific bloomer and excellent keeper; bushes are medium tall, strong growers and stems are excellent. It is one of the first to bloom, and is always admired for its fine form and color. **Roots \$5.00**

ROSALIND KEEP—F.D. First Prize Winner for Best 25 Blooms in 1932-1933. An exquisitely beautiful pure shell pink flower with white center and water-lily form. Long strong stems on strong bush. **\$1.00**

SCHIPA—I. Dec. 1937 Introduction. Named for the world-renowned Tenor of the Metropolitan Opera House in New York with his permission. This large Dahlia of very fine form is a lovely rich velvety ruby red, with twisting petals, strong wiry stems and a fine bloomer, on medium tall bush. **\$2.50**

SIERRA SUNRISE—F.D. Immense size and a glorious bronzy orange color when matured; has great depth, long strong wiry stems, with superb bearing. Five foot bush, strong growing and prolific bloomer. **\$1.00**

SIRIUS—Honor Roll. I.D. Hailed at the San Francisco Show as the long awaited Blue Dahlia. Described as grown in New Jersey (quote) "SIRIUS is the nearest to a blue Dahlia we have to date. Here it is a real bluish purple, with very little pink in it; a very prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing." Greatly admired at S. F. World's Fair. **\$1.00**

GOOD VARIETIES OF OTHER GROWERS

ALEX CRAIG—S. Cactus. A beautiful pink with white center. Good stems, prolific bloomer, popular cut flower. **\$1.00**

AMUN RA—F.D. A stunning copper and orange, with scarlet reverse. Large blooms on long stiff stems. **\$.50**

ANDREA ERICSON—Immense white Dahlia of fine form, with long stiff stems. Very beautiful. I. Dec. **\$1.00**

ANGELO ROSSI—F.D. Winner of many prizes. Glowing soft orange yellow with just a shade of grenadine. Large blooms on long strong stems. **\$1.00**

CALIFORNIA IDOL—F.D. One of the finest yellows. Great prize winner. Won for Best 25 of one Variety in 1940. Immense size, good long strong stems. Outstanding in many ways. **\$1.00**

CLARA CARDER—I.D. Giant beautiful cyclamen pink, medium bush, strong stems. Prize winner. **\$1.00**

- CLARA CLEMMONS**—Ball. The most striking of the formal ball type Dahlia. Crimson, tipped white. \$.50
- CONQUISTADOR**—S.C. Creamy yellow suffused pink. Large blooms, long strong stems. \$.50
- DARCY SAINSBURY**—F.D. A superb very large strong stemmed Dahlia of perfect form, free blooming and good keeper. Great Prize Winner and considered the best white Dahlia. \$1.00
- EDNA FERBER**—S.C. One of the finest. Immense glistening coral, shading to gold; very full flower. \$.75
- ELINOR VANDERVEER**—F. D. A magnificent large satiny rose pink Dahlia, excellent keeper. \$.50
- FRANK SERPA**—I.D. A magnificent large long stemmed amaranth pink Dahlia. Very popular. \$1.00
- GOLDEN AGE**—S.C. Richest amber, a beautifully colored and formed Dahlia; grows very large. \$1.00
- JANE COWL**—Great Prize Winner. Immense glistening bronzy buff and old gold. I. Dec. Twisting petals. Very popular. \$.50
- LOIS WALCHER**—F.D. Winner of 6 American Home Achievement Medals. Considered by many to be the finest bi-color to date. Color deep amaranth to pansy purple with outer one-third of petals a clear white. \$1.00
- LORD OF AUTUMN**—I.D. Great Prize Winner for Largest Dahlia. Golden yellow, deep blooms on good stems. \$1.00
- MRS. BRADLEY**—Cac. Lovely pure white. Good stems. \$.75
- SATAN**—S.C. Great Prize Winner. Immense splendid brilliant carmine. Stems are long and strong. Honor Roll. \$1.00
- SNOW QUEEN**—Ball. Pure white; good keeper. \$.50
- THOMAS WANT**—Cactus. Lovely yellow, edged pink. \$.75

MINIATURE DAHLIAS

- Coronne**—D. White, like a gardenia. \$.50
- Grace Gulliver**—S.C. Deep rose, very fine. \$.75
- Little Darling**—A perfectly formed small cactus type in clear light salmon pink. \$.50
- Little Dream**—S.C. Exquisite rose pink and white. \$.50
- Little Jenny**—S.C. Excellent salmon buff and yellow; long stems. \$.50
- Little Snow Queen**—S.C. Pure white; very fine bloomer. \$.50
- Luana**—Beautiful coral rose. Dec. Very popular. \$.50
- Marjorie Emberson**—I.D. Excellent salmon pink. \$.50
- Mt. Whitney Sunset**—F.D. Amber, with bronze center. \$.50
- Mahbelle**—My 1941 Introduction. Salmon red, excellent. \$1.50
- Scarlet Queen**—Our 1940 Introduction. Brilliant scarlet, very full flowers, long stems, very attractive. \$1.00
- Tirzah**—Our 1941 Introduction. I.D. Lovely ruby red. \$1.50
- Trojan**—S.C. Mikado red, with yellow. \$.50
- Miss Vivian**—F.D. Rose pink, small ball type. \$.50
- Twinkle**—Orchid flowers, Tyrian rose. \$.50
- Union Jack**—Single. White, each petal outlined red. \$.50

COLLARETTE DAHLIAS

- Garcon**—Yellow, center of petal brownish red, yellow collar. \$.50
- Gypsy**—Rich rosy purple shading to lavender, tips of petal white, with a white collar. \$1.00
- Mt. Lassen**—Fiery red, yellow collar. \$.50
- Sonata**—Light orange red, yellow collar. \$.50
- Swallow**—Pure white, long stems. \$.50
- Tribune**—Carmine, white collar. \$.50

POMPON DAHLIAS

- Anna Von Schwerin**—Small shell pink, white center. \$.50
- Bantam**—Bright red, long stiff stems. \$.35
- Bossy**—Light phlox purple, darker center. \$.35
- Brightest of All**—Small bright orange red. \$.50
- Darkest of All**—Maroon almost black. \$.75
- Glow**—Very good old rose. Long stems. \$.35
- Helen Anita**—Pink lavender, white center, long stems. \$.35
- Joe Fette**—Pure white, long stems. \$.35
- Libby Rohr**—Cerise purple, very long stems. \$.50

Lorraine—Amber, old rose center and tips.	.50
Little David—Deep burnt orange.	.35
Minnie Mells—Orchid rose, darker eye.	.35
Nellie Fraser—Light pink, edged with rose.	.35
Pink Lady—Pink.	.35
Rosea—Bluish lilac, small and prolific.	.35
Yellow Gem—Pure yellow, excellent for cutting.	.25

DAHLIA SEEDS

Hand-pollinized Seeds from our largest and best varieties—	50 Seeds....\$5.00 Net
Selected Seeds from large outstanding Dahlias—	100 Seeds....\$5.00 Net
Collarette Dahlia Seeds	100 Seeds.... .50 Net
Miniature Seeds	100 Seeds.... .50 Net
Pompon Seeds	50 Seeds.... .50 Net
Orchid Flowering Dahlia Seeds.....	50 Seeds.... .50 Net

DAHLIA COLLECTIONS

10 Wonderful Prize Winners.....	\$12.50 Value for \$10.00 Net
10 Popular Lovely Dahlias.....	7.50 Value for 5.00 Net
10 Pompon Dahlias	4.00 Value for 2.50 Net

HELPFUL HINTS ON GROWING DAHLIAS

Prepare the soil in the Fall or early Spring by spading 18 to 24 in. deep. Work in thoroughly, well rotted manure, which restores the necessary properties and makes the soil mellow. Dahlias will grow in any kind of soil if properly planted and cultivated. Lighter soil requires more manure or humus-producing material to hold the moisture. Heavy soil requires less fertilizer than light soil. In clay or adobe soil, mix well with sand or coal ashes well spaded in. Never plant when soil is wet or soggy. When possible plant in an open sunny location, at least three feet apart, out of reach of trees and shrubs. There are many fine commercial fertilizers; we like Vigoro and have had fine results with it. Make holes 8 to 10 inches in diameter and 12 inches deep. Before planting mix thoroughly with soil in bottom of hole 1 heaping teaspoonful of "VIGORO," add some soil, then lay tuber flat with eye or sprout up, surrounding it with sand or light soil, never allowing any fertilizer to come in contact with the root. Then mix thoroughly 1 heaping tablespoonful of Vigoro with the soil used in filling the hole. Every 6 weeks feed with 1 heaping teaspoonful to square foot of space around each plant. Keep away from stalk of plant and work lightly into soil. Dahlias are heavy feeders and respond remarkably to proper feeding.

In light soil plant tuber 6 inches deep; in heavy soil, 4 inches deep covering first with 2 inches of soil, filling in gradually as plant grows. Just as soon as plants are up, keep the soil loose and mellow by hoeing once or twice a week; water slightly once or twice a week, especially in hot weather; do not let them dry out.

When the plants have set out three sets of leaves, pinch out the top above the third set of leaves, giving the plants a chance to branch. This is for the large type Dahlias; small Dahlias do not need it. When the buds appear, stop all cultivation and give the plants a mulch of well rotted manure, leaves, grass clippings, etc. Keep all fertilizers away from the stalk, and the ground free from weeds.

When buds appear, soak the ground thoroughly once a week or oftener. Watering is one of the most essential things in producing fine flowers. For extra large blooms, disbud by pinching off all buds in a cluster except the strongest one.

For cut flowers, pick in the evening or early morning; dip the ends of stem in boiling water for a minute; put at once in deep cold water, and put in a cool place free from draught until wanted; never allow faded flowers to remain on bushes, but cut them off with as much stem or stalk as possible. Dahlias will continue to bloom until a heavy frost kills the tops in the Fall. In a cold climate they should be dug shortly afterwards and stored in a dry frost-proof cellar, away from heat. Cover with dry soil or peat to keep them from shriveling; inverting them may keep them from rotting; it is advisable to look after them occasionally.

Divide in the Spring after the eyes begin to show, being careful that each root has an eye.